

Visitor Arrivals by Country/Area & Purpose of Visit for July 2010 (provisional figures)

(JNTO) /Compilation: Japan National Tourism Organization

Country/Area	Total			Tourism			Business			Others		
	2009 July	2010 July	% Change	2009 July	2010 July	% Change	2009 July	2010 July	% Change	2009 July	2010 July	% Change
Grand Total	632,722	878,582	38.9	483,541	714,623	47.8	96,925	110,539	14.0	52,256	53,420	2.2
Asia Total	449,944	687,666	52.8	349,962	575,390	64.4	61,738	72,668	17.7	38,244	39,608	3.6
South Korea	170,240	236,092	38.7	135,543	199,611	47.3	26,134	27,868	6.6	8,563	8,613	0.6
Taiwan	115,734	152,925	32.1	107,038	143,466	34.0	7,063	7,641	8.2	1,633	1,818	11.3
China	67,944	164,944	142.8	33,813	124,477	268.1	14,413	20,268	40.6	19,718	20,199	2.4
Hong Kong	48,951	68,846	40.6	46,269	65,775	42.2	2,446	2,766	13.1	236	305	29.2
Thailand	9,631	14,208	47.5	6,619	10,464	58.1	1,952	2,505	28.3	1,060	1,239	16.9
Singapore	6,839	11,556	69.0	4,811	9,198	91.2	1,836	2,154	17.3	192	204	6.3
Malaysia	4,907	7,960	62.2	2,882	5,620	95.0	1,576	1,947	23.5	449	393	-12.5
Philippines	5,193	5,238	0.9	2,892	2,868	-0.8	1,007	1,067	6.0	1,294	1,303	0.7
Indonesia	4,719	6,179	30.9	3,285	4,250	29.4	754	1,031	36.7	680	898	32.1
India	4,889	5,395	10.3	1,729	1,713	-0.9	1,894	2,414	27.5	1,266	1,268	0.2
Vietnam	2,511	3,283	30.7	768	1,366	77.9	716	868	21.2	1,027	1,049	2.1
Israel	982	859	-12.5	596	483	-19.0	357	334	-6.4	29	42	44.8
Asia Unclassified	7,404	10,181	37.5	3,717	6,099	64.1	1,590	1,805	13.5	2,097	2,277	8.6
Europe Total	73,272	81,002	10.5	52,005	58,288	12.1	15,674	17,044	8.7	5,593	5,670	1.4
United Kingdom	16,174	16,233	0.4	10,963	11,054	0.8	3,881	3,879	-0.1	1,330	1,300	-2.3
France	13,779	16,202	17.6	10,518	12,285	16.8	2,335	2,902	24.3	926	1,015	9.6
Germany	8,653	9,844	13.8	4,803	5,436	13.2	3,282	3,840	17.0	568	568	0.0
Italy	5,346	5,748	7.5	3,968	4,125	4.0	1,120	1,161	3.7	258	462	79.1
Russia	4,327	4,934	14.0	2,731	3,393	24.2	849	918	8.1	747	623	-16.6
Spain	5,104	5,543	8.6	4,515	4,979	10.3	373	404	8.3	216	160	-25.9
Netherlands	3,229	3,644	12.9	2,359	2,807	19.0	755	721	-4.5	115	116	0.9
Sweden	1,845	2,104	14.0	1,325	1,518	14.6	390	457	17.2	130	129	-0.8
Switzerland	2,320	2,860	23.3	1,803	2,314	28.3	435	453	4.1	82	93	13.4
Finland	1,686	1,510	-10.4	1,484	1,314	-11.5	143	147	2.8	59	49	-16.9
Belgium	1,324	1,646	24.3	937	1,160	23.8	319	400	25.4	68	86	26.5
Austria	1,261	1,312	4.0	904	967	7.0	304	279	-8.2	53	66	24.5
Denmark	1,246	1,539	23.5	909	1,252	37.7	303	251	-17.2	34	36	5.9
Ireland	981	894	-8.9	618	523	-15.4	239	234	-2.1	124	137	10.5
Norway	803	1,019	26.9	636	847	33.2	135	126	-6.7	32	46	43.8
Portugal	683	1,114	63.1	581	988	70.1	70	103	47.1	32	23	-28.1
Europe Unclassified	4,511	4,856	7.6	2,951	3,326	12.7	741	769	3.8	819	761	-7.1
Africa Total	1,834	1,871	2.0	797	768	-3.6	455	498	9.5	582	605	4.0
North America Total	86,662	85,183	-1.7	64,744	62,606	-3.3	15,928	16,806	5.5	5,990	5,771	-3.7
U.S.A.	70,373	68,051	-3.3	51,047	48,183	-5.6	14,310	15,072	5.3	5,016	4,796	-4.4
Canada	14,100	14,468	2.6	11,947	12,365	3.5	1,383	1,405	1.6	770	698	-9.4
Mexico	1,726	2,140	24.0	1,525	1,788	17.2	129	211	63.6	72	141	95.8
North America Unclassified	463	524	13.2	225	270	20.0	106	118	11.3	132	136	3.0
South America Total	2,804	3,662	30.6	1,917	2,662	38.9	445	546	22.7	442	454	2.7
Brazil	1,573	2,262	43.8	1,106	1,676	51.5	237	348	46.8	230	238	3.5
South America Unclassified	1,231	1,400	13.7	811	986	21.6	208	198	-4.8	212	216	1.9
Oceania Total	18,164	19,137	5.4	14,079	14,861	5.6	2,681	2,974	10.9	1,404	1,302	-7.3
Australia	15,211	15,563	2.3	11,994	12,220	1.9	2,213	2,398	8.4	1,004	945	-5.9
New Zealand	2,700	3,233	19.7	1,965	2,458	25.1	417	500	19.9	318	275	-13.5
Oceania Unclassified	253	341	34.8	120	183	52.5	51	76	49.0	82	82	0.0
Stateless	42	61	45.2	37	48	29.7	4	3	-25.0	1	10	900.0

◆Note: If reproduced, your credit line to JAPAN NATIONAL TOURISM ORGANIZATION is mandatory.